NOTICE OF DECISION UNDER REGULATION 32
FILM POSTERS

VIDEO SLICK

TO: The Film and Video Labelling Body Inc.
PO Box 2627
Ponsonby
Auckland

Pursuant to regulation 32 of the Films, Videos, and Publications Classification Regulations 1994 the film poster entitled:

Screw My Wife Please !! #10: The Anniversary Edition

is **Not Approved.**

if approval refused, the reasons for the decision:

The video slick is not approved because it contains extremely degrading, dehumanising and demeaning representations of women. Prominent visual images on the back cover have the effect of reducing the women depicted, and women in general, to a set of orifices for male sexual gratification. Parts of the text describe women as objects for sexual use and add to the degrading, dehumanising and demeaning effect of the visual images.

The Classification Office has weighed the competing considerations of the issues raised above and the rights to freedom of expression set out in s14 of the New Zealand Bill of Rights Act 1990. The degrading, dehumanising and demeaning nature of the video slick's images and text makes it likely that, if the slick were to be submitted under s13(1) of the Films, Videos, and Publications Classification Act 1993, it would be classified as objectionable. The slick is therefore not approved. Such a limitation on the right to freedom of expression is justified in order to prevent likely injury to the public good. The likely injury arises from the availability, to a predominantly male audience, of advertising material that reinforces negative attitudes towards women.

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Date: 06 September 2001

For the Classification Office (signed):

OFLC Ref: 101147

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